



CMU CONNECTS:
**How do you get investment
with supply-chain
management from Japan?**

Presented by
Nob Seki, Founder of FabFoundry

Brief Intro

MBA Class of 2002; BS in Engineering

- High-tech Editor in 90s in Tokyo/SF
- 1st B-plan while I was at b-school
- Exec at a startup in SF/Tokyo in 00s
 - Sold in 2010
- Co-founded a few startups
- Moved to NYC in 2014

What I am doing today

- **Founded FabFoundry in 2015**
 - **Hardware Startup Ecosystem in NYC**
- **Co-founded a VC fund in 2017**
 - **For pre-seed hardware startups**
- **Invested in 11 startups (7 in US; 4 in Japan)**

Yesterday at Teppanyaki Kyoto (A Japanese Restaurant)



Jeff: EIR at
Innovation Works

Tom: Ex-Entrepreneurship
Professor; Board member

Linda & Tom: Investor

Pittsburgh – Great Community

Which do you want?

Same thing
others have?

Different thing
than others have?

Demand More Diversified

Demand becomes:

- More difficult to identify
- Easier to change
- Harder to foresee

Hey, Hardware Startup Founders! Raise in SF, Make in China & Sell Globally

**China: Global
manufacturing
Superpower**



**SF Bay Area:
Biggest Global
Startup Hub**



“Hardware is Haaard”

*“It's called hardware
for a reason”*

- Marc Andreessen



Yes, Even Well-Funded Startups FAILED



So, what can I do?

Kaizen

Just-in-time

Kanban

Monozukuri

Shisaku



We Invest and Support True Global Collaborative Startups for the 21st Century

Prevent from failure in manufacturing



FabFoundry

Improve User Experience



So, who will we invest in?

We invest in hardware
startups who have great
software resources!

“Software is eating the world.”

–Marc Andreessen, VC



Software can update everyday

Hardware cannot

**Customers walk away if user
experience is not improved**

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Prevent from failure in manufacturing



FabFoundry

Improve User Experience



The background of the image is a dark, slightly desaturated photograph of the Statue of Liberty in the foreground on the left, with the dense skyline of New York City buildings in the background. The text is overlaid on this image.

FabFoundry

Platform for Hardware Startups to Grow and Succeed in the 21st Century manner

Contact for investment, manufacturing & more
to nseki@fabfoundry.net
We're HQed in NYC!